



CITY OF
HAYWARD
HEART OF THE BAY

**Hayward Climate Action
Communications Plan
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Presentation Outline

- Background and Process
- Communication Goals
- Key Communications Challenges
- Approach and Strategy
- Path Forward
- Q&A

Background and Process

- Communications Plan supports Hayward's 2009 CAP, including both near and long term goals to reduce Greenhouse Gas Emissions (GhGs)
- Developed through consultation with City staff and interviews with 14 stakeholders representing a variety of diverse interest groups:
 - Residential, Commercial, Academic, Health, Advocacy, Community-Based and Faith-Based Organizations

Communication Goals

- Long-term Goals
 - Community ownership of the CAP
 - Buy-in across diverse constituencies
 - Behavior Change for Residents and Businesses:
 - Drive less and cycle; walk, & use public transit more
 - compost and recycle at home and at work; reduce waste in general
 - consume less energy and water
 - take personal responsibility to reduce their carbon footprint

Communication Goals

- Near-term Goals
 - Broad community awareness of CAP
 - EECCB Program Participation
 - Education of the public with dual emphasis:
 1. Personal benefit (either for the individual or business)
 2. Environmental rationale for reducing GhGs

Key Communications Challenges

- Stakeholder interviews revealed the need to:
 1. Raise public awareness regarding
 - a) climate change
 - b) community's role in CAP
 2. Motivate action in short- and long-term; instill behavior changes
 3. Effectively communicate and engage diverse interests and communities

Branding

- An overall communications “identity”
 - Create a unified and recognizable “look and feel”
 - Align diverse constituents behind a common cause
 - Apply to all communications materials and program elements

Messaging

- A simple and compelling “storyline”
 - Help to raise public awareness of Hayward’s efforts to address climate change
 - Emphasize the “what’s in it for me” benefits of taking action through financial savings
 - Tailored to resonate with different audiences

Communications Subcommittee

- Tell the story to the many constituents of Hayward through “champions”
 - Build a coalition of diverse interests
 - Leverage coalition to guide constituents to behavior change, achieved through 4 steps:
 - Creating awareness – I see
 - Developing interest – I understand
 - Inspiring desire – I am willing
 - Taking action – We did it!

Recognition & Reward

- Develop engaging, fun ways to make the effort about the “community”
 - Broaden recognition awards and mechanisms
 - Create challenge and competition to create interest and motivate action

Path Forward

1. Develop work plan charting communications milestones through the end of 2012
2. Convene Communications Subcommittee and schedule regular meetings to advise on:
 - Branding/messaging
 - Target audiences
 - Partnerships, coalitions, and champions
 - Recognition, rewards, and incentives

Path Forward

3. Update and consolidate relevant City web pages
4. Define specific program rollout plans
 - Determine specific target audiences, objectives, and dates
 - Develop pilot and demonstration programs for residential, commercial, industrial elements

Only the Beginning

- Approval of the Communications Plan is just the beginning of the engagement process
- Implementation measures are designed to roll out as the City implements its climate programs
- These will build awareness, interest, engagement, and action.

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- Identifies **actions** that define what communities must achieve
- Provides **tools and guidance** to enable communities to make progress
- Provides access to **grants and funding**



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- Local Government Focus
- Specific Menu of Actions
- Measurement
- Champions
- Constructive Competition
- Promotional Partnerships

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INCENTIVES & REWARDS

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- Grants Funded by Walmart
 - \$220,000 annually
- Priority in NJBPU Municipal Energy Audit Program
- RGGI carbon credit auction proceeds
- Sustainable Jersey Certification
 - being the best
- Annual awards



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Questions & Answers



THANK YOU!

AUDIENCE INTEREST/MOTIVATION

Figure 1: Proportion of the U.S. adult population in the Six Americas, 2008 and 2010

Proportion represented by area

